



CASE STUDY

SOCIAL MEDIA – HOULTON RUGBY

Over the past 12 months, we have used Houlton, Rugby as a test bed for how Master Developer led social media can support both house building customers in driving footfall and our growing communities in promoting events. Our month long Facebook messenger campaign was well received, particularly for Crest Nicholson who fully engaged and viewed it as an extremely valuable contribution to their on-site marketing effort. In total, this led to over 60 individual conversations with potential house buyers within 20 miles of Rugby. During the campaign, Crest Nicholson told us we also drove significant traffic to their website. Furthermore, from surveys collected at events in 2018, social media was consistently ranked the number one driver for where people learnt about it happening. We will continue to explore ways in which the Master Developer can use social media to support our housebuilding customers and our growing communities, sharing best practice between sites.

“Urban&Civic’s social media support has definitely contributed to the enquiries and visitors we have seen at Hansford Park, Houlton. We look forward to continuing our work together, promoting the Houlton and Crest Nicholson brands, by campaigning our events and offers via their social media platforms and the Houlton website which have a strong following.”

Chloe Simpson, Marketing Manager, Crest Nicholson

W: twitter.com/HoultonRugby

QR: [Houlton Rugby Facebook](#)

